

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

July 21, 2005

**Water Resources Building
1416 Ninth Street
1st Floor – Auditorium
Sacramento, CA 95814**

MINUTES

Agenda Item 1 – Call to Order

Chairman Reiner called the meeting to order at 9:10 a.m.

Agenda Item 2 – Roll Call

Commissioners Present: Rob Reiner, Chairman
Elizabeth Rice Grossman
Sandra Gutierrez
Eliseo Medina
Alice Walker Duff

Commissioners Absent: Louis Vismara

Ex-Officio Commissioners Present: Joe Munso
Scott Himmelstein

Chairman Reiner welcomed and introduced Joe Munso, Ex Officio Commissioner designee representing Secretary of Health and Human Services, Kim Belshe and Scott Himmelstein, Ex Officio Commissioner designee representing Secretary of Education, Alan Bersin. Chairman Reiner was also happy to welcome and introduce Kris Perry as the new Executive Director of the First 5 Commission.

Chairman Reiner noted that he would be leaving the meeting early. He then stated that the Commission would be taking up action items first. The agenda items noted in these minutes are listed in the order in which they were presented.

Agenda Item 3 – Approval of Minutes

ACTION: Commissioner Gutierrez moved that the Commission approve the May 19, 2005 Commission meeting minutes. The motion was seconded by Commissioner Medina and was approved by a unanimous vote of the Commission.

Agenda Item 7 -- Proposed Meeting Calendar for 2006 (Consent Calendar)

The Commission was presented with a proposed meeting calendar for 2006. The proposed dates are as follows:

January 26-27, 2006 – Southern California

March 16, 2006 – Sacramento

April, 2006 – This meeting will be utilized for the Statewide Conference. A State Commission meeting can be scheduled in conjunction with the Statewide Conference, if necessary. Date and location are yet to be determined.

May 18, 2006 – Sacramento

July 20, 2006 – Sacramento

October 19, 2006 – Sacramento

ACTION: Chairman Reiner moved that the Commission approve the proposed meeting calendar for 2006. The motion was seconded by Commissioner Grossman and was approved by a unanimous vote of the Commission.

Agenda Item 8 – KCED™ “A Place of Our Own” and “Los Niños en Su Casa”

Emily Nahat, Deputy Director for Program Management, provided context for the KCED presentation by reviewing the First 5 activities and investments to support Informal or Family, Friend and Neighbor (FFN) Child Caregivers through the School Readiness Initiative, the Kit for New Parents, Comprehensive Approaches to Raising Educational Standards (CARES) for the Early Learning Workforce, FFN focus groups, a program management guide and training, and the first season of KCED™. She also highlighted the coordination efforts with the California Department of Education (CDE) and its Exempt Care Provider Outreach and Training project, funded by CDE at \$8.5 million.

Al Jerome, President & CEO of KCET, and Mare Mazur, Executive Vice President of Programming and Production, presented highlights of the first year of the KCED™ television series for home-based child caregivers, including information about the viewers, awards, and program evaluation. Al Jerome presented a proposal for up to \$4 million for the second season of the series and described additional benefits to First 5 California in terms of a revenue sharing agreement and airtime for promotional spots valued at \$1 million.

Chairman Reiner complimented KCET on the series and asked for more details about the on-air spots. Al Jerome replied that the timing and content of the ads were negotiable with First 5 California.

Commissioner Gutierrez expressed an interest in targeting parents as another major audience for the program and asked KCET to develop outreach strategies for parents and to include parent involvement and education in the second season programs and activities.

Commissioner Walker Duff asked that the series feature more Family, Friend and Neighbor child caregivers, provide more content on supporting children with special needs and cultural competence, and specifically target African Americans in outreach efforts.

Michael Ruane, President of the First 5 Association of California, voiced support for funding the second season of the KCEd™ programs.

ACTION: Chairman Reiner moved that the Commission approve up to \$4 million for KCET to develop, produce and broadcast a second season of the television series, “A Place of Our Own” and “Los Niños en Su Casa.” The target audiences for the program are parents, Family, Friend and Neighbor child caregivers, and licensed early childhood caregivers. A portion of this funding may also be used for program-related activities such as websites; publicity and outreach materials and activities, including an outreach plan for parents and public education; community training; and evaluation. Commissioner Medina seconded the motion and it was approved by a unanimous vote of the Commission.

For the October meeting, staff will prepare a summary of the comprehensive and coordinated FFN activities under way and provide an assessment for Commissioners’ consideration of the extent to which the Commission’s FFN Project objectives are being achieved. Thus, the Commissioners would have this information prior to the next strategic planning meeting. Commissioner Walker Duff added that this report would include a logic model.

Agenda Item 10 – Kit for New Parents

Judy Stucki presented staff recommendations for changes to the Kit for New Parents. The recommendations reflected the items and topics selected by a group of reviewers that included child development experts and health professionals from counties and statewide organizations.

The basic health book *What to Do When Your Child Gets Sick* was the single most-favored item by all groups, highlighting the need of parents for easily accessible health information. Experts and parents also thought having information on activities, or how to “play” with a child would be useful. The Commission authorized the staff to develop a brochure that will highlight indoor and outdoor play activities that are appropriate for ages birth to five, including children with special needs. The oral health additions include four short videos, “Cavity-Free Families,” “Look at My Teeth,” “My Trip to the Dentist,” and “Fluoride Use.”

The cost of the new materials will be absorbed by savings and existing funding for the expansion of Kit materials. No additional funding was authorized.

The Commission requested that staff return to the October meeting with a briefing on the potential for selling Kits in the future and a plan for incorporating the Parents Action for Children's new preschool video and obesity campaign information into the new Kits.

ACTION: Commissioner Medina moved that the Commission approve additions to the Kit for New Parents and the replacement of the current board book with a board book titled *My Shapes*. The approved additions are: the health book, *What to Do When Your Child Gets Sick*; a brochure and magnet from Cal Poison Control System; an activities brochure; DVD vignettes from "Easy Steps to Oral Health," and the "Healthy Teeth Begin at Birth" brochure. The motion was seconded by Commissioner Grossman and was approved by a unanimous vote of the Commission.

Agenda Item 11 – Evaluation of Kit for New Parents in Asian Languages

Patricia Skelton, Director of Research and Evaluation presented this item. The First 5 California Research Department recommended to the Commission to fund an evaluation study of the effects of the new Asian Language Kit for New Parents. The Commission had approved the production of new Kits in four Asian languages: Cantonese, Mandarin, Korean, and Vietnamese. Prior to large-scale distribution, it will be important to document and evaluate whether parents receiving the Asian language Kits use, learn, and make positive parenting changes after receiving it. The evaluation design presented will be similar to the initial evaluation conducted for the English and Spanish kits, using a pre and post assessment design.

ACTION: Chairman Reiner moved that the Commission approve \$250,000 for one year to conduct a preliminary evaluation on the effects of the new Asian Kit for New Parents. The motion was seconded by Commissioner Duff and was approved with a vote of 4-0 (Commissioner Gutierrez was not present during the vote on this agenda item).

Agenda Item 13 – Statewide Evaluation Framework Plan and Request For Proposal (RFP)

Anne Kinney (GFOA) and Christina Altmayer (Altmayer Consulting) presented the final draft of the State Evaluation Framework. The framework develops a system, process and resources for ongoing evaluation and research. It also significantly enhances the State Commission's capacity to conduct focused research and evaluation by creating a "Center for Results" at the state level. The framework describes three levels of Information for research and evaluation: descriptive data, outcome data, and experimental and comparison studies. The framework will be used to develop a RFP for an evaluation contractor. Chairman Reiner stated it is critical that the results of the evaluation be able to communicate the impact of First 5 to stakeholders. The evaluation framework is a result of the work done by the Evaluation Workgroup, facilitated by Altmayer Consulting and GFOA, with review and input from the Commission's Research Subcommittee. Commissioner Walker Duff, a member of the Commission's research subcommittee, acknowledged and thanked the workgroup for their work in developing the evaluation framework.

ACTION: Commissioner Walker Duff moved that the Commission approve the Statewide Evaluation Framework as presented and directed state staff to design, release and approve a RFP for a statewide evaluation contractor. The motion was seconded by Commissioner Rice Grossman and was approved by a unanimous vote of the Commission.

Agenda Item 14 – ABCD Child Care Facilities

The Commission heard an update on the ABCD Initiative and the accomplishments to date of the six counties selected as Constructing Connections demonstration sites.

Each site receives up to \$75,000 per year for three years to build collaboratives that work to effect change at the community level that results in additional child care spaces. Technical assistance and training have taken place through peer learning communities on topics such as systems building, facilities development, land use and zoning, and financing.

Demonstration sites have increased awareness among city planners of the importance of child care facilities in community growth. Maricela Carlos, Manager of Constructing Connections, highlighted changes in Los Angeles County after Crystal Stairs, the Constructing Connections site, was successful in bringing together all the separate agencies involved in processing building permits. They agreed on a single point of entry for child care permits, so the process for approval is now streamlined and uses a case management approach.

Four additional demonstration sites will soon be selected and a pool of facilities development experts will be engaged to offer specific technical assistance to address individual community needs.

Chairman Reiner asked Marie Young, Vice President for Child Development Programs at the Low Income Investment Fund, how many spaces are being created. She indicated that the plan is to develop 15,000 spaces by 2010 and that most of them would actualize during the end of the project, as currently, most of the work was being done around planning. However, she indicated that approximately 7,400 spaces are in the near-term plans of the ABCD Initiative.

ACTION: Commissioner Gutierrez moved that the Commission approve the release of the remaining \$2 million of funding for expenditure by the ABCD Initiative. The motion was seconded by Chairman Reiner and was approved by a 4-0-1 vote of the Commission. (Commissioner Walker Duff recused herself from voting on this agenda item).

Agenda Item 15 – Paid Family Leave

Pat Shiu, Vice President for programs with the Legal Aid Society's Employment Law Center, presented the Paid Family Leave (PFL) Collaborative proposal to the Commission, with testimonials from Lorena Pena and Peter Cooper (two parents who plan to use the law to bond with their children).

Of the \$3,139,817 proposed funding amount, \$585,000 will be distributed (over three years) to the Child Care Resource and Referral Network and \$333,487 will be distributed (over three years) to the California Partnership. The Child Care Resource and Referral Network and the California Partnership will conduct outreach utilizing their extensive statewide organization networks.

Commissioner Rob Reiner recommended that the PFL Collaborative conduct an annual evaluation and report back to the State Commission to assess the campaign's effectiveness. Funding for the second and third years of the campaign will be based on evaluation results.

Commissioner Reiner also asked the Collaborative to explore other funding sources as well as using First 5 California's partnership with KCET to reach other audiences.

ACTION: Commissioner Medina moved that the Commission approve funding in the amount of \$3,139,817 in annual increments for three years to conduct a public education campaign in partnership with the Paid Family Leave Collaborative to raise awareness among California's diverse communities about the new Paid Family Leave law, which took effect in July 2004. Commissioner Gutierrez seconded the motion and was approved by a 4-0-1 vote. (Commissioner Walker Duff recused herself from voting on this agenda item).

Agenda Item 4 – Chairman's Report

Vice-Chairperson Walker Duff presided as Chairperson for the afternoon as Chairman Reiner left early. She then provided a brief Chairman's report.

Vice-Chairperson Walker Duff reported that Commissioners Gutierrez and Walker Duff would be serving as liaisons to the Commission's Diversity and Equity Project. She also reported that the Diversity and Equity contractor would present an implementation plan for the Equity Principles by June 2006.

Agenda Item 5 – Executive Director's Report

Kris Perry, Executive Director, First 5 Commission, thanked Joe Munso and First 5 California staff for their assistance with the transition into her new position. She then described her plans to keep the Commission updated at Commission meetings. She highlighted the 7 areas which she will update the Commission. The 7 areas noted are:

- Organizational Development
- Finance

- Program and Technical Assistance
- Research and Evaluation
- Legislation and Advocacy
- Media and Communications
- County-State Partnerships

Ms. Perry reported activities on the following:

Organizational Development – Ms. Perry reported that staff would be working to fill several staff vacancies, including several management positions.

Finance – Staff has submitted the one-year response to the state audit.

Program and Technical Assistance – Ms. Perry reported that the Oral Health Education and Training Project is just about to release its new brochure, “Healthy Teeth Begin at Birth,” in 10 languages. She reported that each County will be provided with an initial supply.

A DVD, brochures and other handouts will be released this summer from the childcare Linkages Project on Asthma Education for Early Childhood Providers.

Ms. Perry reported that Preschool for All applications were due to First 5 California on July 27. She also noted that Preschool for All Technical Assistance sessions were ongoing.

First 5 California continues to participate in quarterly collaborative meetings with the Packard Foundation, Preschool California, and the First 5 Association of California to coordinate PFA work. Ms. Perry reported that the PFA evaluation design would be developed in conjunction with the participating County Commissions.

She reported that the Special Needs Project is almost through its start-up and staff and the contractor continue to work with participating counties to problem-solve and move forward.

Ms. Perry reported that the CARES Request For Funds (RFF) generated 46 applications. All of the state funds allocated will be released through matching grants.

Research and Evaluation – Ms. Perry expressed strong support for the new evaluation framework, particularly the concept of the “Center for Results.”

Legislation and Advocacy – Ms. Perry reported that the Association and Commission staff would be providing an update on legislation in Agenda Item 9.

Media and Communications – Ms. Perry reported that she has met with the Commission’s Public Relations and Communications contractor and has requested a communications plan, which will be developed collaboratively with County Commissions through a workgroup process.

Commissioner Rice Grossman praised Ms. Perry for the organization of her report and asked that she continue to be included in communications planning as a member of the Commission's Media Subcommittee.

Agenda Item 6 – First 5 Association of California Report

Sherry Novick, Executive Director, First 5 Association of California reported that successful legislative collaboration resulted in amendments to AB 109 (Chan) and SB 35 (Florez) that will ensure they can be implemented without unintended consequences or harm to county commissions.

She reported that state-funded regional technical assistance has produced well attended training on topics including program sustainability; Barry Brazelton's touchpoints child development model; father involvement, especially as it relates to work in diverse communities; and the use of family resource centers as part of child welfare redesign and community-based prevention strategies.

Ms. Novick reported that the Association is enthusiastic about Kris Perry's plan to visit every region by the end of the year and welcomed State Commissioners as well. She noted that this could be an important means of building connections between locally-funded programs, local commissioners, and the State Commission.

Agenda Item 9 – Legislation Items

Char Krantz provided the Commission with an update and status on two legislative bills that the Commission took positions on at its May meeting.

AB 172 (Chan), a universal preschool bill that states the Legislature's intent to establish and provide voluntary access to a preschool-for-all system has now become a 2-year bill and will serve as the vehicle for implementation language to the Preschool for All Initiative, should it pass. It was noted that this bill passed out of its first house and is in the Senate Education Committee.

SB 564 (Torlakson) increases the tobacco tax by \$1.00 per pack to fund health prevention programs for young children, including tobacco control, nutrition and obesity. The bill contains backfill provisions for Prop 99 and Prop 10. It was noted that the bill is in the Senate Revenue & Taxation Committee and was amended to include an urgency clause so it would not be subject to legislative deadlines. However, it may become a 2-year bill, as Senator Torlakson wants more concrete ideas and details on how to achieve the goals outlined in the bill. It was also noted that staff will be meeting with the author's office to discuss suggested amendments to the bill. Senator Torlakson's appreciation for the "Support if Amended" position was also conveyed to the Commission.

Commissioner Walker Duff asked if the bill had been amended to include the Commission's suggested amendments. Char Krantz pointed out that the bill was only amended to increase the proposed 50¢ increase to \$1 and to add the urgency clause so the bill would not be under legislative deadlines. She also noted that staff would be meeting with the member's office to discuss our suggested amendments.

Susan Little, with Assemblymember Fran Pavley's office, presented AB 1565, a child care bill that would develop a proposal for creating a star quality rating system for child day care facilities, where she read a letter from Assemblymember Pavley requesting the Commission's support on the bill.

Ex Officio Commissioner Himmelstein questioned where the funding would come from to develop the star rating system. Melissa White with the Legislative Analyst Office (LAO) indicated that the bill appropriates up to \$7.78 million from funds identified in the Budget Act of 2005 derived from one-time-only federal funds, available for quality improvements in child care. It was noted that the Governor wanted to utilize these funds to implement his proposal for tiered reimbursement, but that the proposal was rejected by the budget subcommittees of both houses, so those funds were available for other uses.

Executive Director Kris Perry suggested that staff further review the request and the Commission take up the item at its October meeting.

Roberta Peck, First 5 CCFC, opened the discussion of AB1246 (Wolk) with background information about the announcement of PFA: A First-Class Learning Initiative. In January 2005, State Superintendent of Public Instruction (SSPI), Jack O'Connell introduced this initiative. First 5 Los Angeles has an opportunity to join the California Department of Education (CDE) in statewide, systemic support for Preschool for All (PFA). The components of the SSPI's PFA Initiative include:

1. Developing high quality preschool content standards.
AB 1246 would require the Superintendent of Public Instruction (SSPI), in consultation with experts from the field of early childhood education and linguistics, parents, early childhood researchers, preschool practitioners, and individuals who have experience working with non-native English-speaking preschool-age children, to develop preschool learning standards and curriculum guides in the areas of preliteracy/reading/language arts, prenumeracy/mathematics, history/social science including social-emotional development, and science.
The University of California, Berkeley, coordinated State and national representatives in initial development of early literacy and numeracy standards; to be reviewed and revised through extensive public input (20+ regional forums and 5 Statewide hearings).

In addition to preschool standards, CDE will develop preschool curriculum guides in at least the four content areas. The preschool curriculum guides will discuss research-based methods of instruction and ways to facilitate learning to achieve the standards for all children, including children whose home language is not English

and children with disabilities and other special needs. The guides would not dictate specific curricula.

CDE's standards will be developmentally appropriate age-level expectations that specify what preschool children should know and be able to do as they turn four and five years old. They indicate knowledge and skills essential to what should be taught and learned in preschool through developmentally appropriate strategies and a purposeful and playful learning environment. The principles and resources needed to support successful implementation of the new preschool standards will be outlined in the preamble to the standards document.

2. Building a first-class professional learning system for PreK teachers.
The companion legislation AB 1032 (Jones) and AB 1254 (Coto) are now 2-year bills and would fund focused professional development for preschool, child care and development, and family literacy programs on proactive approaches to addressing the needs of children learning English and children with disabilities and other special needs.
3. Implementing a results-based accountability system.
Formal and informal assessment and evaluation processes would be used to monitor children's progress and preschool program's performance (CDE Desired Results System).
4. Creating seamless transitions from preschool to Kindergarten and first grade.
The goal is to strengthen continuity and ease transitions. CDE is expanding its focus to include transitions into preschool, as well as transitions into Kindergarten and early elementary.
5. Involving all stakeholders in the learning process (particularly families).
The design would include parents, businesses, and communities, with a focus on parent involvement to foster parents' role as children's first and most important teachers.

The First 5 California Interim Executive Director took a support position on AB 1246. The bill supports efforts to increase the quality of early learning and education for all young children and furthers the goals of both the Commission and the "school readiness" recommendations in the Master Plan for Education.

Californians Together had raised concerns that the bill does not address the language needs of children whose native language is not English. The author's office and CDE are working with Californians Together to address concerns.

Presenters:

Laurie Olsen, Director for California Tomorrow and a member of Californians Together, presented the benefits and challenges of standards, particularly the issues for children and families speaking languages other than English, and the opportunities for First 5 through strategies such as implementation work for the First 5 Principles on Equity. She voiced support for involving specialists in English Language Learning early in the standards development process through the CDE and for providing guidance to the field through resources, such as kits for teaching English Learners. In addition, she asked for consideration of the “Draft: A Work in Progress, Six Research Based Guiding Principles Serving the Needs of English Learners in Preschool ‘School Readiness’ Programs” developed by a Working Group from eight County Offices of Education (Spring 2005).

Jai Henderson, Los Angeles Universal Preschool (LAUP) Chief of Advancement and External Affairs, read a letter from Graciela Italiano-Thomas, LAUP Chief Executive Officer, that expressed support for preschool standards, stressed the importance of including all domains for children's development and encouraged CDE's efforts to incorporate cultural and language diversity in the standards and by being inclusive in the experts, providers, and families who participate in the development and dissemination of preschool standards.

Martha Zaragoza-Diaz, Californians Together, stated that the preschool standards needed to clearly include English Learners. She said the group had asked that CDE extend the process and timeline for the development and public review of the preschool standards, and provide kits and other public education resources to support the release of standards for parents, preschool providers, and interested partners.

Norma Freedman, California Teachers Association (CTA), agreed with the information provided in the letter from Graciela Italiano-Thomas, LAUP. She stressed that standards are not the same as curriculum and that teachers need to be part of the process.

Commissioners Medina, Gutierrez, and Walker Duff discussed possible opportunities to further develop First 5 efforts to work in partnership with CDE to support English learning and home language, including:

- Policy and funding commitments to implement First 5 Principles on Equity
- Assist CDE with funding additional expert panels and possible future Preschool Research Symposia on early language/literacy and math for PreK to raise awareness and motivate change
- Assist CDE with funding and planning for May 2006 PreK Summit
- Develop PFA public education and technical assistance resources and professional development plans with CDE/CDD, Packard Foundation, and other partners.

The Commissioners asked staff to discuss partnership and funding options with CDE and report on progress at the October Commission meeting.

Agenda Item 12 – Obesity Campaign Update

The Commission was provided with an update from GMMB staff (Roy Behr and Rachel Rednick), the Commission's media contractor, on activities related to Preschool for All and the Obesity Campaign.

Preschool for All – GMMB reported that ads promoting the benefits to society of universal access to preschool are in development and will run after the November special election until mid-to-late January 2006.

Obesity Campaign – Parent focus groups are a way to help develop the anti-obesity ad strategy. These focus groups have revealed:

- Parents don't realize obesity is an issue for young children
- Parents don't recognize that their individual food choices have a cumulative impact
- Ease is a factor driving the use of fast food
- Parents think their children get enough physical activity
- The long-term health impact is the most motivating message

GMMB staff reported that early anti-obesity ads are most likely to focus on the first 3 areas noted above. They reported that broadcast dates for the ads are yet to be determined.

Agenda Item 16 – Adjournment

The Commission adjourned the meeting at 2:10 p.m. The next scheduled Commission meeting is October 20, 2005 in Sacramento.